

Survival of the **FASTEST**

-Futurist Alvin Toffler

Detroit Region **AEROTROPOLIS**

In the 21st Century, a new paradigm is determining competitive success. Quality and value remain very important, but are no longer sufficient. **Speed** and **Agility** also now take center stage.

The most successful companies today use advanced information technology and high-speed transportation to source parts globally, minimize inventories, and provide fast and flexible responses to unique customer needs nationally and worldwide.

*--Professor John Kasarda
Kenan Institute of Private Enterprise
University of North Carolina*

Where does Wayne County fit in this new economy?

Without question, Wayne County has North America's most outstanding transportation network.

With six major jet runways, Detroit Metro Airport (DWT) has the finest airfield configuration around, as well as one of the world's newest and most efficient terminal.

The County is also home to North America's busiest international border crossing and largest on-demand cargo airport at Willow Run seven miles from DTW.

This unique two-airport system is supported by a highly efficient freeway system along I-75, I-94 and I-275. Competitive railroad and seaport

Professor Kasarda says that Wayne County is especially well-positioned to become a **National** and **Global** center of aviation-oriented business spawning massive new economy jobs and redefining the whole industrial image of the County and the entire State.

Kasarda believes the job creation economic development potential of this Detroit Region Aerotropolis, comprising Detroit Metro and Willow Run Airports—two leading Statewide economic generators-- have yet to be fully harnessed.

Two Counties, seven local communities and the Wayne County Airport Authority think he is certainly right as they move forward to act locally and compete globally.

A Turbo Charged Fusion

Detroit Metro & Willow Run Airports

Michigan's Twin Engines

Of our 21st Century

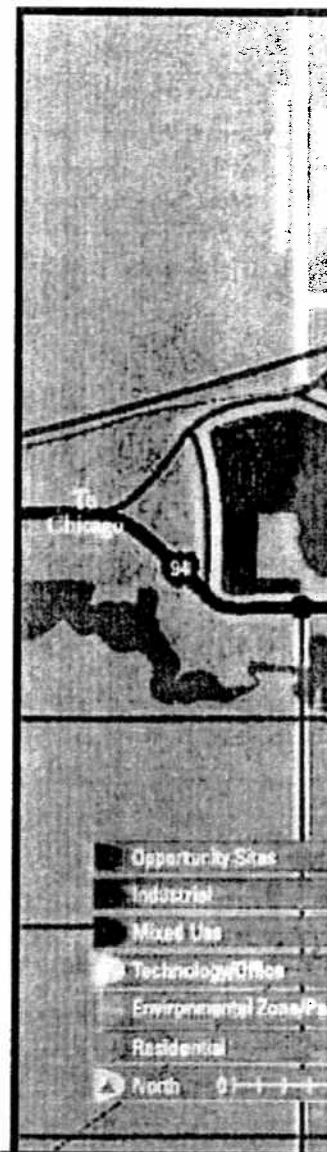
Economic Growth

Wayne County's 21st Century Aerotropolis is driven by two airports and fueled by a 25,000-acre opportunity zone that is supported by two counties and seven local communities.

This zone spans the cities of Belleville, Romulus, Taylor and Ypsilanti and the Townships of Huron, Van Buren, and Ypsilanti – in the counties of Wayne and Washtenaw.

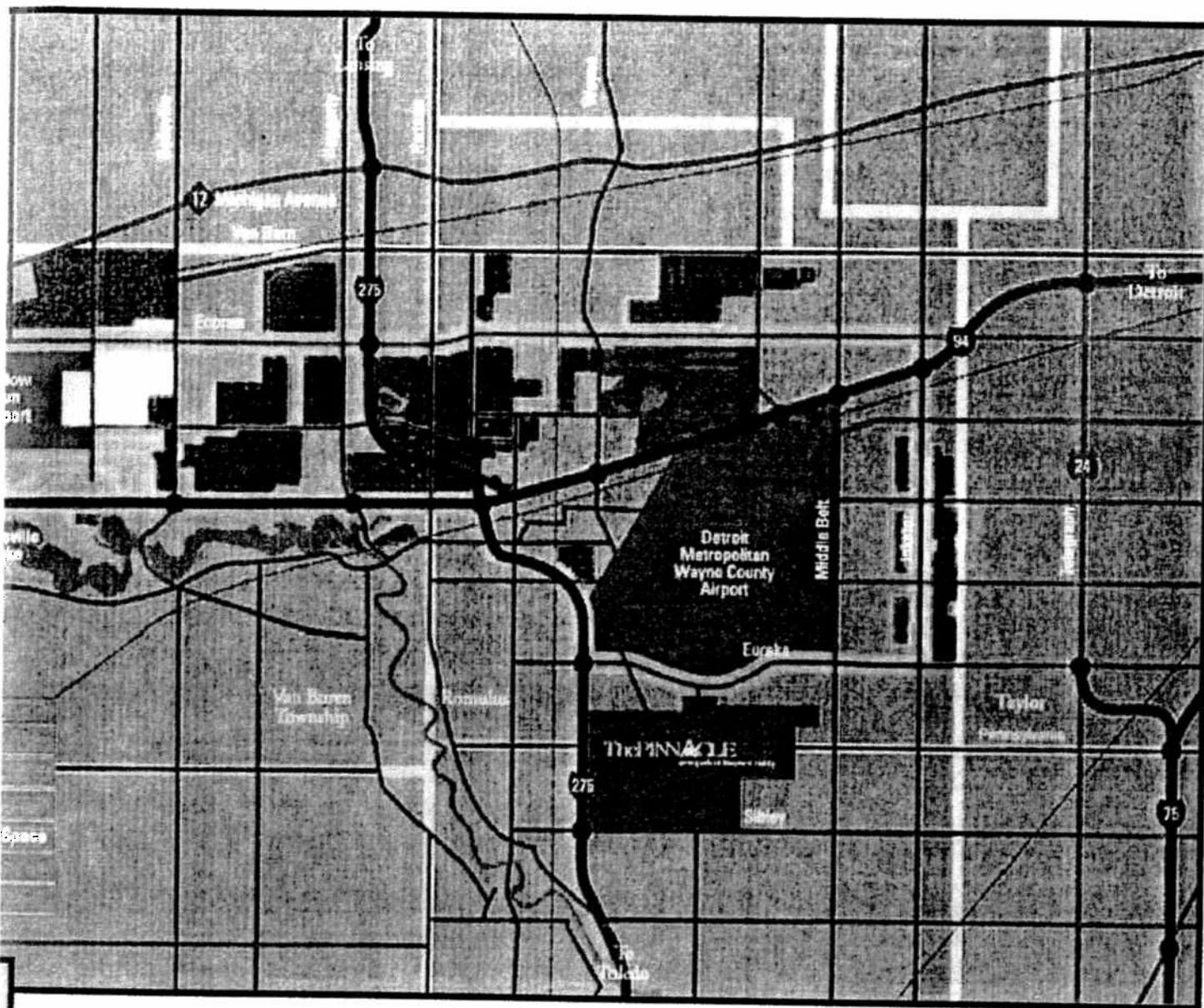
Each of these county and local municipalities will strive for the highest quality in land use, public services, sustainable "green" architecture, and compatible open space.

Their vision is to leverage the proximity with Detroit Metro & Willow Run Airports to meet global speed, mobility, and global access in today's increasingly important world economy.



**Speed,
mobility and
global access are
increasingly
important in
today's world
economy**





The Pinnacle Aeropark

A key focus of the zone will be the 500-acre Pinnacle Aeropark of Wayne County, a planned mixed-use development just minutes south of Detroit Metro Airport.

The Pinnacle is an ideal location for future regional headquarter offices, telecom, digital design firms, high tech, and other advanced logistics and supply chain facilities.

The Pinnacle will also evolve as part of the

It will set planning, design and architecture development standards that will raise the image of Wayne County and all of Southeast Michigan as a globally competitive region.

Knowledge-intensive developments will fan out from the Pinnacle throughout the larger Aerotropolis corridor triggering new economy jobs in education, research, and technology centers.



"Airport Access is a powerful attraction to information-intensive industries that send professionals to distant customers or bring customers by air"

-- Dr. John Kasarda

Tax Base, Jobs & Quality of Life...

An economic heart. A Community soul. These are guiding tenets for the Detroit Region Aerotropolis.

It's important to look outside the fence to achieve the full economic potential of Wayne County's two airports. But it's equally important to look beyond the commercial and industrial aspects of the Aerotropolis development.

Working with the Wayne County Airport Authority, Wayne and Washtenaw Counties, the cities of Belleville, Romulus, Taylor, Ypsilanti, and the Townships of Huron, Van Buren and Ypsilanti, the emerging Aerotropolis will be planned as a 21st century global community.

The Aerotropolis' major focus on building and enhancing sustainable "green" amenities to support 21st Century high tech growth will transform Southeastern Michigan into an exciting and dynamic place to live, work, and play.

Will drive the Detroit Region